

## THAT WHICH IS CLAIMED:

1. A method of forming a coated SBS board product, comprising:  
precalendering a SBS board product with a surface conditioning device  
comprising a heatable counter-roll disposed adjacent to a tubular flexible  
jacket extending around a fixed support element and having a load  
element disposed therebetween for biasing the flexible jacket against the  
counter-roll, the flexible jacket having opposed ends and being mounted to  
at least one end wall at each end, the flexible jacket and the at least one  
end wall at each end being rotatably driven by a drive mechanism  
operably engaged therewith, the SBS board product being directed  
between the flexible jacket and the counter-roll so as to be precalendered  
thereby, the SBS board product having a top side, a back side, and being  
formed without being processed by either of a Yankee dryer and a wet-  
stack calender, the SBS board product further comprising a plurality of  
fiber plies, including outermost plies forming the top and back sides and  
comprised of bleached chemical pulp, and medial plies disposed between  
the outermost plies and comprised of at least one of pulp and broke; and  
coating the top side of the SBS board product at least once, following  
precalendering thereof, such that the coated SBS board product has a  
density of between about  $500 \text{ kg/m}^3$  and about  $1000 \text{ kg/m}^3$ , and a basis  
weight of between about  $150 \text{ g/m}^2$  and about  $400 \text{ g/m}^2$ , and the top side of  
the coated SBS board product has a PPS-s10 roughness of between about  
 $0.5 \mu\text{m}$  and about  $2.0 \mu\text{m}$  and a Hunter gloss of between about 40% and  
about 80%.

2. A method according to Claim 1, wherein coating the top side of the SBS  
board product further comprises coating the top side of the SBS board product without  
coating the back side thereof.

3. A method according to Claim 1 further comprising coating the back side of the SBS board product at least once.

4. A method according to Claim 1, wherein coating the top side of the SBS board product further comprises coating the top side of the SBS board product in a coating process such that the coated SBS board product has a basis weight of between about 180 g/m<sup>2</sup> and about 350 g/m<sup>2</sup>.

5. A method according to Claim 1, wherein coating the top side of the SBS board product further comprises coating the top side of the SBS board product in a coating process such that the coated SBS board product has a basis weight of between about 180 g/m<sup>2</sup> and about 300 g/m<sup>2</sup>.

6. A method according to Claim 1, wherein coating the top side of the SBS board product further comprises coating the top side of the SBS board product such that the top side thereof has a Bendtsen roughness of between about 0 ml/min and about 50 ml/min.

7. A method according to Claim 1, wherein coating the top side of the SBS board product further comprises coating the top side of the SBS board product such that the top side thereof has a Bendtsen roughness of between about 0 ml/min and about 20 ml/min.

8. A method according to Claim 1, wherein coating the top side of the SBS board product further comprises coating the top side of the SBS board product such that the top side thereof has a PPS-s10 roughness of between about 0.8  $\mu$ m and about 1.5  $\mu$ m.

9. A method according to Claim 1, wherein coating the top side of the SBS board product further comprises coating the top side of the SBS board product such that the top side thereof has a Hunter gloss of between about 45% and about 65%.

10. A method according to Claim 1, wherein coating the top side of the SBS board product further comprises coating the top side of the SBS board product such that the coated SBS board product has a density of between about 750 kg/m<sup>3</sup> and about 1000 kg/m<sup>3</sup>.

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11. A method according to Claim 1 further comprising calendering the SBS board product with a calender following precalendering of the SBS board product, the calender being selected from the group consisting of at least one nip and a soft calender.

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12. A method according to Claim 1, wherein precalendering the SBS board product further comprises moistening at least one of the top side and the back side of the SBS board product.

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13. A method according to Claim 1, wherein precalendering the SBS board product further comprises precalendering the SBS board product without moistening either side thereof.